

CUERNAVACA IN 1969.

6. GARZA DESCRIBES HIMSELF AS A SELF-MADE JOURNALIST WHO WORKED HIS WAY UP AS A PROFESSIONAL NEWSMAN, STARTING AT "EL UNIVERSAL." HE APPARENTLY HAS NO EXTENSIVE ACADEMIC BACKGROUND. HE UNDERSTANDS AND READS SOME ENGLISH BUT DOES NOT SPEAK ENGLISH. GARZA HAS PROVEN TO BE THE MOST EFFECTIVE OF THE THREE PERSONS WHO HAVE OCCUPIED THE POST OF DIRECTOR GENERAL OF INFORMATION AND PUBLIC RELATIONS UNDER PRESIDENT LOPEZ PORTILLO. USIS HAS CLOSE AND CORDIAL RELATIONS WITH GARZA AND HIS STAFF AND HAS FOUND HIM AND HIS COLLEAGUES TO BE MOST COOPERATIVE.

7. GARZA IS 60 YEARS OLD AND MARRIED.

8. ALBERTO PENICHE BLANCO, DIRECTOR OF PUBLIC RELATIONS, OFFICE OF THE PRESIDENT.

9. IN HIS PRESENT POST, ALBERTO PENICHE BLANCO SERVES DIRECTLY UNDER THE DIRECTOR GENERAL OF INFORMATION AND PUBLIC RELATIONS OF THE OFFICE OF THE PRESIDENT, FERNANDO GARZA, AND IS IN EFFECT HIS IMMEDIATE DEPUTY.

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10. PENICHE HAS A LONG CAREER IN MEXICAN JOURNALISM AND GOVERNMENT. HE WAS ONE OF THE FOUNDERS OF THE MEXICAN ASSOCIATION OF NEWSPAPER EDITORS. FROM THE TIME OF THE FOUNDING OF THE MEXICO CITY DAILY "EL HERALDO DE MEXICO" IN THE EARLY 1960'S UNTIL 1976, HE SERVED AS GENERAL MANAGER OF THAT IMPORTANT DAILY. FROM 1976 TO 1977 HE WAS GENERAL MANAGER OF THE MEXICAN GOVERNMENT PRINTING OFFICE (TALLERES GRAFICOS.DE LA NACION).

11. PENICHE IS A GOOD FRIEND OF SEVERAL USIS OFFICERS AND COOPERATES CLOSELY WITH THEM ON JOINT ARRANGEMENTS FOR VIP VISITS AND MEETINGS OF U.S. AND MEXICAN OFFICIALS.

12. PENICHE IS IN HIS MID-FIFTIES AND IS MARRIED.

13. FELICIANO GUERRA, DIRECTOR GENERAL OF INFORMATION, SECRETARIAT ORIGIN RELATIONS.

14. FELICIANO GUERRA WAS BROUGHT TO HIS PRESENT POSITION BY FOREIGN SECRETARY SANTIAGO ROEL IN

1976.

15. UP TO THEN, GUERRA HAD BEEN IN BUSINESS AND STATE POLITICS WITH ROEL IN MONTERREY, THE NORTHERN INDUSTRIAL CITY, AND IN LOCAL POLITICS AND BUSINESS IN HIS HOME TOWN OF NUEVO LAREDO, TAMAULIPAS, ON THE BORDER ACROSS FROM LAREDO, TEXAS.

16. GUERRA, IN HIS LATE THIRTIES, APPEARS TO BE OLDER BECAUSE OF HIS PREMATURELY GRAY HAIR. HE IS AN ACTIVE OFFICER WHO APPEARS TO HAVE THE COMPLETE CONFIDENCE OF HIS MENTOR, THE

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FOREIGN SECRETARY. GUERRA HAS BEEN UNFAILINGLY COOPERATIVE AND FRIENDLY IN HIS CONTACTS AND WORKING RELATIONS WITH USIS.

17. ALTHOUGH HE UNDERSTANDS ENGLISH, GUERRA SPEAKS ONLY A FEW WORDS.

18. MARGARITA LOPEZ PORTILLO, DIRECTOR OF THE MEXICAN GENERAL DIRECTORATE FOR RADIO, TELEVISION AND CINEMATOGRAPHY.

19. DIRECTOR OF THE MEXICAN GOVERNMENT'S INCREASINGLY IMPORTANT GENERAL DIRECTORATE FOR RADIO, TELEVISION AND FILM PRODUCTION, MARGARITA LOPEZ PORTILLO IS THE YOUNGER SISTER OF THE PRESIDENT OF MEXICO. HER OFFICE CONTROLS ALL GOVERNMENT PUBLIC INFORMATION AND PROPAGANDA ACTIVITIES AS WELL AS

CENSORSHIP, REGULATION OF THE BROADCAST INDUSTRY
AND FINANCING OF THE MEXICAN FILM INDUSTRY.

20. A WRITER OF SOME DISTINCTION, MARGARITA LOPEZ
PORTILLO IS A GRADUATE OF THE NATIONAL AUTONOMOUS
UNIVERSITY F MEXICO (UNAM) WITH A
DEGREE IN PHILOSOPHY AND LETTERS. SHE HAS BEEN
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AWARDED SEVERAL LITERARY PRIZES FOR HER NOVELS. MORE
RECENTLY SHE HAS DEVOTED HER TIME AND TALENTS TO THE
PRESERVATION OF HISTORIC MEXICAN BUILDINGS, FOREMOST
AMONG THEM BEING THE CHAPULTEPEC CASTLE.

21. BEFORE ASSUMING THE DIRECTORSHIP OF THE NEWLY
REORGANIZED OFFICE OF RADIO, TELEVISION AND
FILM PRODUCTION, MARGARITA HEADED THE GOVERNMENT
OFFICE SUPERVISING MEXICAN TELEVISION DAYTIME
DRAMAS. FROM THIS POSITION SHE MOVED INTO THE
DIRECTORSHIP UPON THE ELECTION OF HER BROTHER.
MARGARITA AND KEY MEMBERS OF HER STAFF VISITED
WASHINGTON, D.C., IN EARLY 1977 WHERE THEY TOURED
USIA MOTION PICTURE AND TELEVISION PRODUCTION
FACILITIES.

22. MARGARITA LOPEZ PORTILLO IS IN HER MID-FIFTIES
AND IS DIVORCED.

23. ROMULO O'FARRIL JR., CHAIRMAN OF THE BOARD OF
TELEVISA AND EDITOR OF NOVEDADES.

24. ROMULO O'FARRIL JR. HEADS ONE OF THE THREE
PRINCIPAL GROUPS MAKING UP THE TELEVISA TELEVISION
CONSORTIUM AND IS CHAIRMAN OF THE BOARD. IN ADDITION,
HE IS EDITOR-IN-CHIEF OF "NOVEDADES" NEWS-
PAPER AND DIRECTOR OF FAMILY BUSINESSES INCLUDING
SUCH DISPARATE INVESTMENTS AS AUTOMOBILE LEADERSHIPS,
ELECTRONICS MANUFACTURING AND RETAIL SALES.

25. THE O'FARRILLS, FATHER AND SON, BEGAN THEIR
INVOLVEMENT IN THE MEXICO CITY MEDIA IN THE LATE
1940S WITH THE PURCHASE OF "NOVEDADES." ALWAYS
ASTUTE BUSINESSMEN, THEY EXPANDED THEIR INTERESTS
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TO INCLUDE RADIO STATIONS AND TELEVISION CHANNEL 4
IN THE EARLY 1950S. FOLLOWING A PERIOD OF DEVELOP-

MENT IN THE BROADCAST INDUSTRY, THEY ALLIED THEIR STATIONS WITH THE AZCARRAGA INTERESTS TO FORM TELESISTEMA MEXICANO IN 1955. TELESISTEMA QUICKLY BECAME MEXICO'S LEADING BROADCAST ORGANIZATION; WHEN THE MERGER TO FORM TELEVISA CAME IN 1973, THEY CONTINUED TO PLAY AN ACTIVE PART IN THE NEW CONSORTIUM.

26. ROMULO O'FARRILL SR., NOW IN HIS EIGHTIES, WAS THE GUIDING FORCE IN ASSEMBLING THE FAMILY'S MEDIA EMPIRE. HE IS NOW IN RETIREMENT, AND ROMULO JR. DIRECTS THE FAMILY'S MANY INTERESTS FROM HIS TELEVISA HEADQUARTERS.

27. BOTH O'FARRILLS ARE FRIENDLY TO THE UNITED STATES AND HAVE OFTEN PARTICIPATED IN EMBASSY AND USIS-SPONSORED PROGRAMS. BOTH SPEAK FLUENT ENGLISH.

28. O'FARRILL JR. IS APPROXIMATELY 60 AND IS MARRIED.

29. EMILIO AZCARRAGA MILMO, PRESIDENT OF TELEVISA, INHERITED HIS INTEREST IN THE TELESISTEMA COMPANY UPON HIS FATHER'S DEATH IN 1962. WORKING HIS WAY THROUGH POSITIONS IN EACH OF THE TELESISTEMA

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C O R R E C T E D C O P Y (TEXT AND PARAGRAPH NUMBERS)

RADIO AND TELEVISION STATIONS, AZCARRAGA WAS VICE-PRESIDENT FOR SALES AND PROMOTION AT THE TIME OF

TELEVISA'S FORMATION IN 1973. AS THE LEADER OF THE STRONGEST OF THE THREE MEDIA INTERESTS MAKING UP THE NEW CONSORTIUM, IT WAS NATURAL FOR HIM TO BE CHOSEN PRESIDENT OF THE NEW COMPANY.

30. A FREQUENT VISITOR TO THE UNITED STATES, AZCARRAGA WAS EDUCATED PARTIALLY IN MEXICO AND PARTIALLY IN THE UNITED STATES (CULVER MILITARY ACADEMY IN INDIANA) AND HAS AN INTENSE INTEREST IN STRENGTHENING TIES BETWEEN THE TWO COUNTRIES. HE WAS INSTRUMENTAL IN FORMING SEVERAL TELEVISION PRODUCTION AND DISTRIBUTION COMPANIES OPERATING BOTH IN THE UNITED STATES AND MEXICO. THESE ARE UNIVISION, A FOURTH NETWORK PROVIDING TELEVISA PROGRAMMING IN SPANISH FROM MEXICO CITY VIA SATELLITE TO SEVEN MAJOR U.S. CITIES; OTI, THE IBERO-AMERICAN TELEVISION ORGANIZATION, A NEWS GATHERING AND SHARING ORGANIZATION HEADQUARTERED IN MADRID; AND THE SPANISH INTERNATIONAL NETWORK, A DISTRIBUTION AND PRODUCTION COMPANY WITH ITS HEADQUARTERS IN UNCLASSIFIED

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NEW YORK.

31. AZCARRAGA IS AN ASTUTE BUSINESSMAN WHO HAS PARLAYED THE FAMILY'S MANY ENTERPRISES INTO A SUCCESSFUL EMPIRE.

32. AZCARRAGA IS ABOUT 48 YEARS OLD. HE SPEAKS ENGLISH WELL.

33. MIGUEL ALEMAN JR., VICE PRESIDENT FOR NEWS AND SPECIAL EVENTS OF TELEVISA.

34. MIGUEL ALEMAN JR. (WHOSE FATHER WAS PRESIDENT OF MEXICO FROM 1946 TO 1952) HEADS ONE OF THE THREE MEDIA INTERESTS FUSED BY THE TELEVISA CONSORTIUM IN 1973. HE HAS AS HIS PRINCIPAL INTEREST THE PROJECTION OF TELEVISA'S CULTURAL AND PUBLIC SERVICE IMAGE.

35. ALEMAN JR. WAS PERSONALLY RESPONSIBLE FOR THE COMPANY'S HIGHLY PRAISED SERIES OF DOCUMENTARY DRAMATIZATIONS OF SIGNIFICANT EVENT OF WORLD AND MEXICAN HISTORY. HE WAS ALSO INSTRUMENTAL IN THE PRODUCTION OF THE "ENCUENTRO" DISCUSSION SERIES WITH EMINENT INTERNATIONAL SCIENTIFIC, LITERARY AND POLITICAL LEADERS.

36. ALEMAN JR. WAS TRAINED AS A LAWYER (UNAM, 1954)

AND RECEIVED SOME OF HIS SECONDARY SCHOOLING IN THE UNITED STATES AT THE PEACOCK ACADEMY IN SAN ANTONIO, TEXAS. HE HAS LONG HAD AN ABSORBING INTEREST IN AERONAUTICS AND SPACE LAW AND DID GRADUATE WORK IN THIS AREA IN ROME, ITALY. FOLLOWING HIS STAY IN
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ITALY, ALEMAN AUTHORED SEVERAL SCHOLARLY WORKS ON SPACE LAW AND ITS APPLICATION.

37. ALEMAN WAS ONE OF THE CHIEF ORGANIZERS OF TELEVISA'S "WORLD COMMUNICATIONS ENCOUNTER" INCLUDING SUCH FIGURES AS WILBUR SCHRAMM AND MARSHALL MCLUHAN IN ACAPULCO IN MID-1975.

38. USIS HAS HAD CORDIAL RELATIONS WITH MIGUEL ALEMAN JR. FOR SOME TIME AND HAS FOUND HIM TO BE MOST COOPERATIVE IN SUPPORTING PROJECTS OF MUTUAL INTEREST.

39. ALEMAN JR. IS ABOUT 46 YEARS OLD AND IS MARRIED TO THE FORMER CHRISTIANNE MARTEL, MISS UNIVERSE OF 1954; THEY HAVE SEVERAL CHILDREN.

40. HE SPEAKS ENGLISH FLUENTLY.

41. REGINO DIAZ REDONDO, DIRECTOR GENERAL (MANAGING EDITOR) OF DAILY "EXCELSIOR."

42. REGINO DIAZ REDONDO, AGE 42 OR 43, HAS A BACKGROUND OF MORE THAN 20 YEARS IN MEXICAN JOURNALISM.

43. UNDER THE STATUTES OF THE EMPLOYEE COOPERATIVE THAT OWNS "EXCELSIOR," THE DIRECTOR GENERAL OF THE NEWSPAPER MUST BE A NATIVE-BORN MEXICAN; DIAZ REDONDO WAS BORN IN SPAIN BUT IS A LONG-TIME NATURALIZED MEXICAN.

44. DIAZ REDONDO STEPPED UP TO HIS PRESENT POSITION

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AFTER THE SHAKEUP AT "EXCELSIOR" IN 1976, WHEN THE THEN DIRECTOR GENERAL, JULIO SCHERER, WAS DEPOSED BY VOTE OF THE EMPLOYEES' COOPERATIVE UNDER REPORTED PRESSURE FROM THE ECHEVERRIA ADMINISTRATION. BEFORE THAT, DIAZ REDONDO HAD BEEN MANAGING EDITOR OF "EXCELSIOR'S" AFTERNOON DAILY, "ULTIMAS NOTICIAS." HIS JOURNALISTIC SPECIALTY HAS BEEN IN INTERNATIONAL AFFAIRS.

45. FROM MID-1977 UNTIL THE PRESENT, THERE HAVE BEEN REPORTS OF INTERNAL STRIFE AT "EXCELSIOR," INCLUDING A SHOOT-OUT BETWEEN ARMED GUARDS OF THE NEWSPAPER AND DISSIDENT STAFF MEMBERS (PRESENT AND FORMER). HOWEVER, DIAZ REDONDO SEEMS TO HAVE SECURED HIS POSITION AT THE NEWSPAPER AND HIS CONTROL OF THE EMPLOYEE COOPERATIVE THAT ELECTS THE TOP LEADERSHIP.

46. DIAZ REDONDO STUDIED IN PARIS AND REPORTEDLY SPEAKS FRENCH AND ITALIAN. HE ALSO SPEAKS PASSABLE CONVERSATIONAL ENGLISH.

47. LICENCIADO JULIO SCHERER GARCIA, DIRECTOR GENERAL (MANAGING EDITOR) OF "PROCESO" MAGAZINE
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AND FORMER DIRECTOR GENERAL OF THE DAILY NEWSPAPER "EXCELSIOR."

48. LIC. JULIO SCHERER GARCIA (PRONOUNCED SHER-RER), AGE 51, IS ONE OF MEXICO'S MOST CONTROVERSIAL AND BEST-KNOWN JOURNALISTS.

49. SCHERER GARCIA FOUNDED "PROCESO" EARLY IN 1977, SEVERAL MONTHS AFTER BEING REMOVED AS

DIRECTOR GENERAL OF "EXCELSIOR" BY INDIRECT BUT CLEAR GOVERNMENT ACTION. MOST OF THE EDITORIAL STAFF OF "PROCESO" CAME FROM "EXCELSIOR" AS WELL.

50. "EXCELSIOR" HAS SUCCESSFULLY MAINTAINED THE REPUTATION OF THE "OLD EXCELSIOR" (I.E., OF SCHERER GARCIA) FOURVRSY, INDEPENDENCE, AND A LEFTIST-NATIONALISTIC POSTURE. ALTHOUGH NOT ALWAYS ACCURATE AND OFTEN SENSATIONALISTIC, "PROCESO" IS THE ONE OF THE FEW NEWS ORGANS IN 'OMEXICO THAT SERIOUSLY TACKLES INVESTIGATIVE REPORTING NOT ALWAYS FAVORABLE TO THE GOVERNMENT. NOTABLE STORIES DURING THE MAGAZINE'S BRIEF CAREER HAVE INCLUDED A GRAPHIC REPORT ON THE POOR IN MEXICO CITY; THE ALLEGED CRIMES OF THE PRESIDENT OF THE PRI, CARLOS SANSORES PEREZ, AN "ECHEVERRISTA"; THE INTERVENTION IN THE UNIVERSITY (UNAM) BY POLICE WHEN THEY DISLODGED STRIKERS IN JULY 1977; AND A REPORT ON THE CONTINUING INFLUENCE OF THE EX-PRESIDENTS GUSTAVO DIAZ ORDAZ AND LUIS ECHEVERRIA.

51. SCHERER IS CONVINCED THAT FORMER PRESIDENT ECHEVERRIA PERSONALLY ORDERED HIS OUSTER FROM "EXCELSIOR" ON JULY 8, 1976 AND HAD A PRINCIPAL ROLE IN PLANNING UNCLASSIFIED

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THE "DEMOCRATIC REVOLT" OF THE "EXCELSIOR" COOPERATIVE THAT PRODUCED IT. ECHEVERRIA'S MOTIVES PROBABLY WERE A COMBINATION OF 1) THE DESIRE TO QUIET A POWERFUL POTENTIAL CRITIC OF THE FORMER PRESIDENT'S INTENTION TO KEEP A MEASURE OF POLITICAL POWER AFTER THE END OF HIS OWN ADMINISTRATION; 2) AN ATTEMPT TO IMPROVE THE POSITION OF THE MEXICAN NEWSPAPERS IN WHICH ECHEVERRIA REPORTEDLY HOLDS A CONTROLLING INTEREST -- "EL SOL" AND "EL UNIVERSAL"; AND 3) REVENGE FOR "EXCELSIOR'S" CRITICISM OF ECHEVERRIA POLICIES -- CRITICISM WHICH THE EMBASSY DID NOT JUDGE TO BE SEVERE, EVEN BY MEXICAN STANDARDS.

52. SINCE SCHERER LEFT "EXCELSIOR," VARIOUS REPORTS HAVE CIRCULATED THAT THE GOVERNMENT OF JOSE LOPEZ PORTILLO WISHED TO REINSTATE HIM AS DIRECTOR GENERAL OF THE NEWSPAPER. LAST MAY, INTERIOR SECRETARY JESUS REYES HEROLAS APPARENTLY TOLD SCHERER THAT JLP WANTED HIM BACK IN "EXCELSIOR." THIS WAS REPORTED IN THE "NEW YORK TIMES" AND PERHAPS BECAUSE OF THE PUBLICITY, NOTHING FURTHER WAS HEARD OF THE MOVE TO PUT SCHERER BACK ON THE "EXCELSIOR."

53. SCHERER WORKED ON "EXCELSIOR" FROM 1950 TO 1976 AND SERVED AS DIRECTOR GENERAL FOR EIGHT YEARS. IN THIS POSITION HE ELIMINATED THE PREVIOUS PRACTICE OF SELLING SPACE TO INTERESTED PARTIES FOR SELF-SERVING NEWS.

54. SCHERER HAS A LAW DEGREE FROM THE NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO (UNAM) AND CONSEQUENTLY CARRIES THE TITLE "LICENCIADO" (PRONOUNCED LI-SEN-SI-ADO). HE WAS PROFESSOR IN THE SCHOOL OF SOCIAL SCIENCES AND COMMUNICATIONS AT UNAM AND IS A RECIPIENT OF MEXICO'S HIGHEST UNCLASSIFIED

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HONOR IN HIS FIELD -- THE NATIONAL JOURNALISM AWARD. HE WAS ALSO GIVEN A MARIA MOORS CABOT AWARD BY COLUMBIA UNIVERSITY IN 1970 AND WAS NAMED "JOURNALIST OF THE YEAR" BY "ATLAS WORLD PRESS REVIEW" (NEW YORK) IN 1977.

55. AGE 51, SCHERER IS MARRIED TO THE FORMER SUSANA IBARRA. THEY HAVE SEVEN CHILDREN. HE IS A COUSIN OF PRESIDENT LOPEZ PORTILLO.

56. WHILE HE HAS TRAVELED QUITE EXTENSIVELY TO

THE STATES, HIS ENGLISH IS EXTREMELY LIMITED.

57. LICENCIADO MARIO MOYA PALENCIA, DIRECTOR
GENERAL OF THE MEXICAN EDITORIAL ORGANIZATION (OEM)
AND FORMER SECRETARY OF GOVERNMENT (I.E., INTERIOR)
UNDER PRESIDENT ECHEVERRIA.

58. LIC. MARIO MOYA PALENCIA, WHO WAS RUMORED IN
1976 TO BE THE POSSIBLE CHOICE FOR PRI
CANDIDATE FOR PRESIDENT, BECAME DIRECTOR GENERAL
(MANAGING EDITOR) OF THE "EL SOL DE MEXICO" CHAIN
OF 37 NEWSPAPERS IN 1977 IN A MOVE BACK FROM POLITICS
TO JOURNALISM.

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59. IN HIS PRESENT POSITION, MOYA OVERSEES THE
EDITIONS OF THE MEXICO CITY NEWSPAPER "EL SOL DE
MEXICO," ITS AFTERNOON EDITION AND THE LARGE-
CIRCULATION SPORTS PAPER "ESTO," ALTHOUGH HE CLAIMS
HE DOES NOT OFTEN WRITE FOR PUBLICATION. RUMORS,
WHICH MOYA REJECTS CATEGORICALLY, CIRCULATED TOWARD
THE END OF THE ECHEVERRIA ADMINISTRATION AND ON TO
THE PRESENT TO THE EFFECT THAT ECHEVERRIA IS THE TRUE
OWNER OR AT LEAST A MAJORITY SHAREHOLDER IN THE
NEWSPAPER CHAIN.

60. AFTER LEAVING HIS POSITION AS SECRETARY OF
GOVERNMENT AFTER LOPEZ PORTILLO'S INAUGURATION, MOYA
TAUGHT CONSTITUTIONAL LAW AT UNAM UNTIL BECOMING
DIRECTOR MOYA WAS CONSIDERED
TO BE THE STRONGEST CONTENDER FOR THE 1976 PRI
PRESIDENTIAL NOMINATION BECAUSE OF HIS POSITION AS
INTERIOR SECRETARY. HE HAD DEVELOPED A STRONG BASE
OF POLITICAL SUPPORT AMONG THE FEDERAL DEPUTIES,
BUREAUCRATS, AND THE YOUNGER GOVERNORS.

61. AS SECRETARY OF GOVERNMENT, MOYA WAS RESPONSIBLE
FOR INTERNAL SECURITY AND POLICE, FOR SUPERVISING
ELECTIONS AND FOR CONTROLLING COMMUNICATIONS, FOR
THE SUPPLY OF NEWSPRINT AND THE FILM BOARD. HE HAD
WIDE DISCRETION IN THE MATTER OF POLITICAL APPOINT-
MENTS THROUGHOUT THE BUREAUCRACY AND AS PRESIDENT
OF THE NATIONAL POPULATION COUNCIL, WAS THE
MAJOR SPOKESMAN FOR THE GOVERNMENT'S FAMILY PLANNING
PROGRAM. HE WAS THE ECHEVERRIA ADMINISTRATION'S
CONTACT WITH THE BUSINESS COMMUNITY.

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62. UNDER PRESIDENT DIAZ ORDAZ, MOYA SERVED AS SECRETARY OF GOVERNMENT WHEN ECHEVERRIA RESIGNED THAT POSITION TO RUN FOR PRESIDENT (1969). HE ALSO SERVED PREVIOUSLY AS SECOND UNDERSECRETARY OF GOVERNMENT, DIRECTOR GENERAL OF CINEMATOGRAPHY IN THE SECRETARIAT (MEXICO'S OFFICIAL TV AND MOVIE CENSOR), AND AS HEAD OF THE PAPER PRODUCERS AND IMPORTERS ASSOCIATION, THE GOVERNMENT NEWSPRINT MONOPOLY.

63. MOYA RECEIVED HIS LAW DEGREE FROM UNAM IN 1955 AND FOLLOWING HIS GRADUATION WROTE FOR SEVERAL MAGAZINES AND NEWSPAPERS AND WORKED FOR THE MEXICAN NATIONAL RAILWAYS.

64. MOYA WAS A STUDENT AT UNAM LAW SCHOOL WITH MIGUEL ALEMAN, JR. AS LAW STUDENTS, THEY EDITED AND PUBLISHED TOGETHER A NEWSPAPER CALLED "VOZ," WHICH HAS SINCE DISAPPEARED. THEY CONTINUE TO BE CLOSE FRIENDS. AS HE SEES HIMSELF, MOYA IS THUS BOTH A LAWYER AND PUBLIC OFFICIAL AND A WORKING JOURNALIST.

65. A VIGOROUS, HARD-WORKING MAN, 44 YEARS OF AGE, MOYA HAS CONSIDERABLE INTELLIGENCE, INTEGRITY AND ABILITY. HE SPEAKS PASSABLE ENGLISH AND GOOD FRENCH AND SOME ITALIAN AS WELL.

66. JACOBO ZABLUDOVSKY, COMMENTATOR AND ANCHORMAN OF MEXICO'S LEADING TELEVISION NEWS SHOW.

67. MEXICO'S LEADING TV ANCHORMAN, FREQUENTLY CALLED THE WALTER CRONKITE OF MEXICO, ZABLUDOVSKY PRODUCES, DIRECTS AND STARS ON THE COUNTRY'S MOST POPULAR EVENING NEWS PROGRAM, TELE-VISA'S "24 HORAS."

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68. ZABLUDOVSKY HAS AN EXTENSIVE BROADCAST NEWS BACKGROUND: HE BEGAN HIS CAREER IN 1946 AS A RADIO NEWS WRITER, JOINING THE AZCARRAGA-OWNED RADIO XEX IN 1947. IN 1950 HE BEGAN HIS TELEVISION CAREER BY PRODUCING AND ANCHORING MEXICO'S FIRST REGULAR TELEVISION NEWS PROGRAM. ON THE AIR CONTINUALLY SINCE 1950, ZABLUDOVSKY IS FIRMLY ESTABLISHED AS MEXICAN BROADCASTING'S MOST AUTHORITATIVE NEWS REPORTER.

69. IN ADDITION TO HIS TELEVISION EXPERIENCE, ZABLUDOVSKY PRODUCED AND DIRECTED A HIGHLY SUCCESSFUL THEATRICAL NEWSREEL "THE WORLD IN MARCH," WHICH RAN IN OVER 300 THEATERS COUNTRY-WIDE, AS WELL AS WRITING REGULARLY FOR "NOVEDADES" NEWSPAPER AND "SIEMPRE" MAGAZINE. HE WAS, AT ONE TIME, RADIO AND TELEVISION COORDINATOR FOR THE PRESIDENT OF MEXICO AND COUNSELOR ON INFORMATION AND PUBLIC RELATIONS FOR THE OFFICE OF THE PRESIDENT, DURING THE LOPEZ MATEOS AND DIAZ ORDAZ ADMINISTRATIONS, RESPECTIVELY.

70. ZABLUDOVSKY HAS TAUGHT COMMUNICATIONS AT THE NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO (UNAM)
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AND HAS WRITTEN SEVERAL WORKS ON THE MASS MEDIA IN MEXICO AND OTHER TOPICS. HE WAS TRAINED AS A LAWYER (UNAM, 1946) AND RETAINS HIS MEMBERSHIP IN THE MEXICAN BAR ASSOCIATION.

71. A FREQUENT VISITOR TO THE UNITED STATES, ZABLUDOVSKY IS IMBUED WITH THE SAME ZEAL

AS HIS BOSS, EMILIO AZCARRAGA, TO FURTHER STRENGTHEN TIES BETWEEN THE UNITED STATES AND MEXICO. HE IS COOPERATIVE AND HAS HELPED WITH A NUMBER OF USIS AND EMBASSY PROGRAMS IN THE PAST.

72. ZABLUDOVSKY IS ABOUT 50 YEARS OLD AND IS MARRIED.

73. JOSE PAGES LLERGO, DIRECTOR (EDITOR), WEEKLY MAGAZINE "SIEMPRE*"

74. JOSE (PEPE) PAGES (ACCENT ON THE "ES") IS ONE OF MEXICO'S BEST-KNOWN JOURNALISTS. THE MAGAZINE HE EDITS EXERTS AN INFLUENCE ON POLITICAL AND INTELLECTUAL ELITES IN MEXICO WHICH BELIES ITS RELATIVELY LOW CIRCULATION. "SIEMPRE*" IS DIFFICULT TO DESCRIBE AS TO POLITICAL COLORATION, AS IT PUBLISHES COMMENTARIES THAT COVER THE POLITICAL SPECTRUM FROM MARXIST TO CENTER-NATIONALIST; ITS EDITORIAL LINE IS GENERALLY LEFTIST AND OFTEN ANTI-UNITED STATES.

75. PAGES BEGAN HIS JOURNALISTIC CAREER IN LOS ANGELES, CALIFORNIA, WHERE HE WORKED ON THE DAILY "OPINION" FROM 1929 TO 1937. RETURNING TO MEXICO, HE BEGAN A THREE-YEAR STINT AS FOREIGN AND WAR CORRESPONDENT FOR A NUMBER OF MEXICAN NEWSPAPERS

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AND MAGAZINES AND A HAVANA, CUBA DAILY. HIS TRAVELS TOOK HIM THROUGHOUT LATIN AMERICA AND TO EUROPE; HE CLAIMS TO BE THE FIRST FOREIGN CORRESPONDENT TO ENTER FALLEN WARSAW WITH THE GERMAN ALLIES. AFTER MANAGING TO GET OUT OF WAR-TIME GERMANY, HE MADE HIS WAY TO JAPAN AND THEN RETURNED TO AMERICA IN 1941, A FEW DAYS BEFORE THE ATTACK ON PEARL HARBOR. SINCE THEN HE HAS DEVOTED HIS PROFESSIONAL TIME TO WRITING FOR AND EDITING SEVERAL MAGAZINES.

76. PAGES IS WELL CONNECTED IN MEXICAN POLITICAL CIRCLES. HIS FRIDAY LUNCHEONS AT VARYING MEXICO CITY RESTAURANTS BRING TOGETHER JOURNALISTS, POLITICAL FIGURES, BULLFIGHTERS, FRIENDS AND HANGERS-ON FOR AN ENTIRE AFTERNOON OF CAMARADERIE, POLITICAL GOSSIP AND OCCASIONALLY SERIOUS TALK. HE IS A WARM, OUTGOING PERSON WHO ENJOYS THE COMPANY OF FRIENDS, ESPECIALLY ONCE THE MAGAZINE HAS GONE TO PRESS.

77. PEPE PAGES'S SON, JOSE PAGES REBOLLAR, APPARENTLY IS NOW BEING GROOMED TO TAKE OVER FROM THE FATHER.

THE YOUNGER PAGES IS NOW ASSISTANT EDITOR OF AND
A REGULAR CONTRIBUTOR TO THE MAGAZINE.

78. PAGES WAS BORN IN VILLAHERMOSA, CAPITAL OF
THE SOUTHERN STATE OF TABASCO, OF SPANISH PARENTS
ON SEPTEMBER 20, 1910. HE STUDIED IN PRIMARY
SCHOOLS IN VILLAHERMOSA AND IN SECONDARY SCHOOLS
IN MEXICO CITY. HE STILL SPEAKS SOME ENGLISH,
ACQUIRED DURING HIS EIGHT YEARS IN CALIFORNIA,
ALTHOUGH HE HESITATES TO USE IT.

79. GABRIEL ALARCON CHANGOY, DIRECTOR GENERAL
(MANAGING EDITOR), DAILY "EL HERALDO DE MEXICO."

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80. GABRIEL ALARCON CHANGOY FOUNDED "EL HERALDO
DE MEXICO" IN THE 1960'S AFTER AMASSING A GOOD
DEAL OF MONEY IN MOTION PICTURE PRODUCTION AND
DISTRIBUTION, THEATER OWNERSHIP, AND NUMEROUS OTHER
BUSINESS INTERESTS, SUCH AS DINERS' CLUB OF MEXICO.
AS A YOUNG MAN, HIS MENTOR WAS A WEALTHY AMERICAN
BUSINESSMAN IN THE MOTION PICTURE DISTRIBUTION
BUSINESS.

81. ALARCON OVERSEES "EL HERALDO DE MEXICO" BUT LEAVES THE MANAGEMENT AND EDITORIAL DETAILS TO HIS SONS, GABRIEL JR., WHO IS GENERAL MANAGER, AND OSCAR, WHOSE TITLE IS SUB-DIRECTOR GENERAL. BOTH SONS STUDIED IN THE UNITED STATES AND SPEAK ENGLISH WELL; THE SENIOR ALARCON DOES NOT SPEAK OR UNDERSTAND VERY MUCH ENGLISH. ALL THREE DESCRIBE THEMSELVES AS BEING ESSENTIALLY BUSINESSMEN. THE NEWSPAPER IS CONSERVATIVE AND ANTI-COMMUNIST AND GENERALLY PRO-UNITED STATES EXCEPT ON CERTAIN ISSUES THAT AFFECT MEXICO DIRECTLY OR INDIRECTLY.

82. LIC. LUIS MARCELINO FARIAS MARTINEZ, DIRECTOR OF THE FEDERAL GOVERNMENT'S DAILY NEWSPAPER, "EL NACIONAL."
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83. EX-GOVERNOR OF NUEVO LEON LUIS M. FARIAS WAS NAMED DIRECTOR OF THE OFFICIAL DAILY "EL NACIONAL" BY PRESIDENT LOPEZ PORTILLO IN AUGUST, 1977, AFTER SEVEN MONTHS AS JOINT SECRETARY IN THE SECRETARIAT GENERAL OF THE PRI.

84. IN 1976 FARIAS FINISHED A SIX-YEAR TERM AS SENATOR FROM THE STATE OF NUEVO LEON. HE TOOK A LEAVE OF ABSENCE FROM THE SENATE (1971-73) TO SERVE AS INTERIM GOVERNOR OF THE STATE OF NUEVO LEON AFTER FEDERAL INTERVENTION BY THE ECHEVERRIA ADMINISTRATION TO SOLVE DISTURBANCES AT THE STATE UNIVERSITY PROMPTED THE INCUMBENT GOVERNOR TO RESIGN.

85. TO BEGIN HIS POLITICAL CAREER FARIAS USED HIS POSITION AS A WELL-KNOWN RADIO AND TELEVISION COMMENTATOR (1941-58) AS A SPRINGBOARD. HE SERVED AS FEDERAL DEPUTY FROM THE FEDERAL DISTRICT (1955-58); DIRECTOR GENERAL OF INFORMATION, SECRETARIAT OF GOVERNMENT (1958-64); CHIEF EXECUTIVE OFFICER OF THE SECRETARIAT OF TOURISM (1964-67); AND FEDERAL DEPUTY FROM NUEVO LEON AND PRESIDENT OF THE CHAMBER OF DEPUTIES (1967-70), BEFORE BECOMING SENATOR.

86. FARIAS WENT TO THE UNITED STATES IN 1959 UNDER THE DEPARTMENT OF STATE'S LEADER GRANT PROGRAM TO CONSULT WITH U.S. GOVERNMENT INFORMATION OFFICES AND OBSERVE MASS MEDIA OPERATIONS IN PRINCIPAL CITIES. HE ATTENDED THE U.S.-MEXICAN INTERPARLIAMENTARY CONFERENCES HELD IN AGUASCALIENTES

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(1969) AND PUERTO VALLARTA (1971). BOTH HE AND HIS WIFE SPEAK EXCELLENT ENGLISH, AND ON OCCASION FARIAS HAS ACTED AS INTERPRETER FOR MEXICAN PRESIDENTS.

87. AGE 57, BORN IN MONTERREY, NUEVO LEON, FARIAS RECEIVED HIS LAW DEGREE FROM THE NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO (UNAM) IN 1952. HE IS MARRIED TO THE FORMER MARIA EMILIA MACKAY, AND THEY HAVE NINE CHILDREN, THE OLDEST OF WHOM IS 27. FARIAS HAS BEEN COOPERATIVE WITH EMBASSY OFFICIALS IN THE PAST.

88. LICENCIADO JUAN FRANCISCO EALY ORTIZ, DIRECTOR GENERAL(MANAGING EDITOR), AND GENERAL MANAGER, DAILY "EL UNIVERSAL."

89. JUAN FRANCISCO EALY ORTIZ ROSE TO THE TOP POSTS AT "EL UNIVERSAL" IN 1969 AFTER OCCUPYING A NUMBER OF MANAGEMENT POSITIONS ON THAT DAILY NEWSPAPER FOR THE PREVIOUS EIGHT YEARS.

90. EALY OBTAINED A DEGREE IN ECONOMICS FROM THE NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO (UNAM) IN 1970 AFTER DOING HIS EARLIER STUDIES IN MEXICO CITY.

91. BESIDES HIS ACTIVITIES WITH THE COMPANY THAT PUBLISHES "EL UNIVERSAL" AND "EL UNIVERSAL GRAFICO," ITS AFTERNOON SISTER DAILY, HE SERVES ON THE BOARD OF DIRECTORS OF SEVERAL OTHER ENTERPRISES, INCLUDING THE GOM'S NEWSPRINT IMPORT AND DISTRIBUTION MONOPOLY, PIPSA.

92. "EL UNIVERSAL" HAS THE UNIQUE DISTINCTION OF BEING DESCRIBED AS "LEFTIST, NATIONALISTIC AND UNCLASSIFIED

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BUSINESS-ORIENTED." THERE ARE MANY RUMORS THAT

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THE NEWSPAPER IS NOW OWNED IN LARGE PART BY FORMER
PRESIDENT ECHEVERRIA AND/OR SOME OF HIS CLOSE
ASSOCIATES.

93. EALY, BORN IN THE NORTHERN MEXICAN CITY OF
TORREON, COAHUILA, MOVED TO THE CAPITAL AS A YOUTH.
HE IS MARRIED TO THE FORMER MARIA DOLORES LANZ
DURET, WHOSE FAMILY PREVIOUSLY OWNED "EL UNIVERSAL;"
THE COUPLE HAVE SEVERAL YOUNG CHILDREN.

94. ENRIQUE RAMIREZ Y RAMIREZ, DIRECTOR GENERAL
(MANAGING EDITOR), DAILY "EL DIA."

95. ENRIQUE RAMIREZ Y RAMIREZ HAS BEEN DIRECTOR
GENERAL OF "EL DIA" SINCE ITS FOUNDING IN 1962.
BEFORE THAT HE HAD ALREADY HAD A LONG CAREER IN
MEXICAN JOURNALISM, WORKING FOR SUCH NEWSPAPERS
AS "LA PRENSA" AND "DIARIO DE MEXICO."

96. RAMIREZ Y RAMIREZ HAS ALSO HAD A LONG INVOLVE-
MENT IN NATIONAL POLITICS BEGINNING IN 1929; FROM
1964 TO 1967 HE SERVED AS A FEDERAL DEPUTY
REPRESENTING THE FEDERAL DISTRICT FOR THE OFFICIAL
PRI.

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97. RAMIREZ'S POLITICAL VIEWS ARE LEFT OF CENTER.
"EL DIA" APPEALS TO THE LABORING CLASSES OF MEXICO,
RESPECTS GOVERNMENT POLICIES, TAKES STRONGLY

NATIONALISTIC STANDS, AND REPORTS EXTENSIVELY
ON SOCIALIST BLOC NEWS. AMONG ITS COLUMNISTS
ARE EXILED MARXIST CHILEANS AND OTHER WRITERS OF THE
EXTREME LEFT. HOWEVER, IT IS NOT UNUSUAL FOR
"EL DIA" TO CARRYUSIS TEXTS AND OTHER MATERIALS.

98. RAMIREZ WAS BORN ON MARCH 5, 1915, IN MEXICO
CITY. HE IS MARRIED AND HAS GROWN OFFSPRING.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MEXICO00909
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780026-0123
Format: TEL
From: MEXICO
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Litigation History:
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Office: ACTION A
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Date: 28 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3756130
Secure: OPEN
Status: NATIVE
Subject: BIO-DATA ON MEXICAN MEDIA PERSONALITIES
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To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d3b2cfe2-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014